

Message Text

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SUBJ: SECOND QUARTER FY-77 CCP PROGRESS REPORT

REF: THE HAGUE 180

1. ALL CAMPAIGN ACTIONS REQUIRED BY MARCH 31 COMPLETED AS STATED IN CCP EXCEPT: A. CAMPAIGN TWO (POLLUTION CONTROL EQUIPMENT AND INSTRUMENTATION). FOLLOW UP TO AQUATECH CONTINUING BUT TO DATE ONLY TWO PTO'S SUBMITTED; HAVE REQUESTED ARTICLES FOR PUBLICATION AND WILL SUBMIT THEM TO TRADE PRESS FOR POSSIBLE USE UPON RECEIPT.

B. CAMPAIGN THREE (LABORATORY INSTRUMENTS). DUE TO ILLNESS OF KEY PERSONNEL NO PTO'S SUBMITTED SO FAR DURING FISCAL YEAR; TO MAKE UP SHORTFALL, WE WILL UNDERTAKE MAJOR PTO SOLICITATION EFFORT DURING THIRD QUARTER. PARIS TC LABORATORY INSTRUMENT EXHIBITION POSTPONED UNTIL THIRD QUARTER. C. CAMPAIGN FOUR (FOOD PROCESSING AND PACKAGING EQUIPMENT). ONLY ONE PTO SUBMITTED. IN ADDITION TO ACTIONS SCHEDULED IN CCP, ORGANIZED GROUP FLIGHT OF TEN DUTCH BUYERS TO INTERNATIONAL EXPOSITION FOR FOOD PROCESSORS, NEW ORLEANS FEB 13-16.

D. CAMPAIGN FIVE (CONSUMER GOODS). HAVE SUBMITTED TOTAL SIXTY-SIX PTO'S THIS QUARTER, EXCEEDING REQUIREMENT BY FIFTY SIX. IN ADDITION TO OTHER ACTION, PROMOTION OF FOUR US TRADE SHOWS AND US PAVILION AT INTERNATIONAL HOUSEWARES FAIR, COLOGNE, RESULTED IN TOTAL OF FIFTY THREE DUTCH BUYERS TRAVELING
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INDIVIDUALLY TO THESE EXHIBITIONS. E. CAMPAIGN SIX (ENERGY SYSTEMS). SUBMITTED TWO ARTICLES ON DEVELOPMENTS IN US OFFSHORE TECHNOLOGY TO TWO JOURNALS, WHICH WILL PUBLISH THEM. SO FAR, FIFTY FOUR DUTCH BUYERS HAVE SIGNED UP FOR GROUP FLIGHT TO OFFSHORE TECHNOLOGY CONFERENCE. F. CAMPAIGN SEVEN (VISIT USA). ORGANIZED AND CONDUCTED ON MARCH 21 AN INCENTIVE TRAVEL SEMINAR FOR APPROXIMATELY SIXTY DUTCH TRAVEL AGENTS AND TOUR OPERATORS.

2. IN CONNECTION WITH NON CAMPAIGN INITIATIVE ACTIVITIES, ALL ACTIONS BEING CARRIED OUT AS INDICATED IN CCP EXCEPT: A. INITIATIVE ACTIVITY TWO (AVIONICS AND GROUND SUPPORT EQUIPMENT) HAVE BEGUN INTENSIVE PROMOTION OF US PAVILION AT PARIS AIR SHOW. INITIAL MAILING TO DUTCH UNIVERSE COMPLETED; HOSTED PARIS AIR SHOW PREVIEW/RECEPTION ON APRIL 6 FOR APPROXIMATELY FORTY KEY MEMBERS (PRIVATE, CIVIL AND MILITARY) OF DUTCH AEROSPACE INDUSTRY, WHICH WAS ATTENDED BY AMBASSADOR AND DCM; B. INITIATIVE ACTIVITY THREE (BUSINESS EQUIPMENT AND SYSTEMS). SUBMITTED TWO PTO'S AS A RESULT OF PROMOTIONAL MAILING, SIX DUTCH IMPORTERS VISITED THE PARIS TC BUSINESS EQUIPMENT EXHIBITION (JAN 31-FEB 3). C. INITIATIVE ACTIVITY FIVE (BUILDING AND CONSTRUCTION EQUIPMENT AND SUPPLIES). CONDUCTED US CATALOG EXHIBITION AT KARWEI DO IT YOURSELF TRADE FAIR, UTRECHT, RESULTING IN 242 CATALOG INQUIRIES AND THIRTEEN PTO'S EXCEEDING FY 77 REQUIREMENT BY FOURTEEN.

3. DEFERRED ACTIVITIES: GARAGE EQUIPMENT, TOOLS, AIR PARTS AND ACCESSORIES. EMBASSY COOPERATED WITH MAJOR DUTCH PUBLISHER OF TRADE JOURNALS IN ORGANIZING GROUP FLIGHT OF SEVENTY FIVE DUTCH IMPORTERS AND TRUCKING FLEET OWNERS TO INTERNATIONAL TRUCKING SHOW, ANAHEIM, MAR 30-APR 1.
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